



# Presentation of a Conference Research paper

Contemporary Themes In the Hotel and Hospitality  
Sector



# Introduction



- The chosen topic is the integration of information technology in the hotel and hospitality industry
- This is significant in the improvement of business performance and customer satisfaction.
- It is important in maintaining relevance and standing up to market trends in the modern world
- Advancements in technology affect guests and businesses in the hospitality industry in terms of experience and operations.



# Overview of Literature

- Nadkarni et al. (2020) posit that self-service technology proves useful in increasing customer loyalty, satisfaction and behavioural intentions
- Cobanoglu et al. (2021) continued that guest convenience is improved by keyless entry and mobile apps for the check-out/in processes.
- AI system gathers data from popular websites and then match it with another algorithm that has been created with the use of neural networks (Serrano, 2018).





# Application to the Hospitality and Hotel Sector



## Political

General Data Protection Regulation is a legal instrument that regulates the protection of personal data in the EU and its member countries



## Economic

Specific projections such as; market size changes, inflation effect



## Social

Inflation rate, changing consumer behaviours and spending.





## Technology

Fast technological developments, artificial intelligence, and IoT incorporation (Zsarnoczky, 2018)

## Environment

Environmentally conscious efforts and green technology.



## Legal

Implementing and adhering to the established laws and regulations

# Application to the Hospitality and Hotel sector

## Strengths



Higher productivity, increased customer satisfaction, and establishment of a competitive advantage.



## Limitation

High initial development costs, issues with data security, and frequent software updates



# Evaluate Future Policy and Management Options



Data Protection Regulations

Enhance the protection of guest information by observing data privacy laws (Panai, 2018).

Digital Infrastructure Investment

Allocate more resources to better implement technology initiatives.

Skills Development and Training:

Promote training and development for staff to ensure that they fit into the modern technical environment.

Integrated Technology Platforms

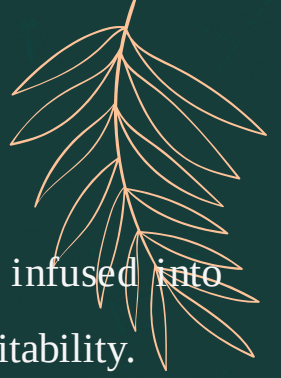
Implementing integrated platforms to improve work performance and product delivery to clients (Bahar et al., 2021).

Sustainability Initiatives:

Ensure that technology procurements and business processes support increased environmental standards (Ng and Tavitiyaman, 2020).

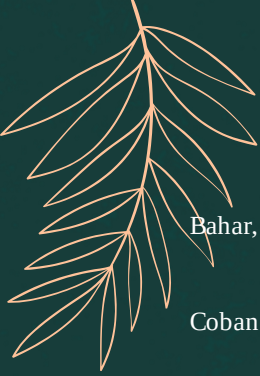


# Conclusion



- Research is significant as it extends the understanding of how technology can be infused into hospitality, something that is central to improving guest satisfaction and business profitability.
- Explained significant theories, discussed PESTEL and assessed the reactions of the industry.
- Hospitality in the future will focus on the same tenets, specifically the use of technology loyalty to the customer base and environmental conscientiousness.
- It is apparent that through appropriate policies and management choices, the industry can successfully navigate the digital age and exhibit sustainable growth with exceptional guest' experiences.





# References

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